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| **Role Purpose** | **Accountabilities** | **Qualifications, skills, specialist knowledge & experience** | **Competencies & behaviours** |
| **Function Purpose**:   * Gather, analyse, validate and interpret data from a variety of sources and formulate complex datasets into actionable insights that drive customer and commercial benefits. * Apply established RCA methodologies and problem-solving techniques to identify underlying issues, trends and opportunities for business improvement and cost management. * Use statistical analysis and visualisation models/tools/techniques to explore data, identify causes, and present findings to technical and non-technical stakeholders in a clear and coherent way to enable robust decision making. * Engage and collaborate with key stakeholders, function managers, and product owners across the consumer division to develop a comprehensive understanding of the data available and how those datapoints interrelate. * Work with the product governance and wider consumer team to curate dashboards, resolve incidents, support project delivery, and develop local reporting capability. * Establish a strong working relationship with the wider technical community including DM&A, Finance, Pricing and Data Scientists     **Reports to:**   Senior Product & commercial Manager  **Key Relationships:**   Product team, Data insight teams, Data Mining teams | **Key Accountabilities**   * Ability to provide detailed insight into operational performance variance at macro & micro level * Liaison with key business areas to ensure that inputs into modelling and pricing are met * Performance analysis of cost & service drivers to define transformation / business improvement opportunity. * Provide analytical support and insights into day-to-day Trading issues and opportunities. * Predominantly focussed on Product performance and insight in order to drive improvements, quality & service levels * Tangible examples of contribution to business performance / Ops main KPIs as agreed annually     **Key Performance Indicators:**   * Influence across all key performance indicators, primarily concerned with product performance (cost management, supplier performance, profitability) and customer outcomes (NPS, quality assurance, complaints, fair value, regulatory compliance) | **Skills/Knowledge/Experience**  **Required**   * Strong analytical, communication and stakeholder management skills with a desire to drive continuous improvement * Impeccable attention to detail which is highlighted with previous success Operational environment * Strong Excel/SQL skills and a good understanding of analytical methodologies, processes and techniques * Demonstrable analytical skills with the ability to provide insight and present in a way that gives clarity, confidence and certainty to the audience * Experience in different approaches to data analysis, statistical modelling including planning, gathering and challenging quality of data from various sources * Excellent statistical approach to problem solving * Experience using machine learning and advanced analytics approaches to solve business problems * Appreciation of building machine learning models using techniques such as forecasting, time series analysis and optimisation * Proven ability to translate technical concepts to non-technical colleagues and stakeholders     **Desired experience**   * Academic background or previous employment to evidence competence in statistical modelling & turning complex data into digestible insights * Driving improvement in remote workforce and office based contact centre environments desirable. * Expert Excel * SQL capability, particularly deciphering data tables and cube construct. | **Personal Attributes:**   * Appetite to learn and innovate * Strong communication skills * Highly motivated * Well organised with good planning skills * Team player * Influencing skills     **Capabilities/Strengths:**   Core competencies:   * Leading Change – Level 3 * Continuous Improvement- Level 3 * Interpersonal and Influencing – Level 3 * Judgement and Decision Making – Level 3 * Developing Self & Others – Level 3 * Achievement Drive – Level 4 |

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| **ROLE Title:** | Data Analyst – Consumer Roadside | **Date:** | July 25 |
| **GRADE:** | C | **Business Unit:** | Consumer Roadside |